

Localized programming from broadcasters in both areas (radio and television) play a major role in society. People see and hear the messages sent by the broadcasters, then turn around and talk to others, sharing the ideas; no matter the content.

For the reason above all programming should be considered local to all the areas the signal reaches. The location that the programming originated in or its source should not matter. The fact is; it is available in that area and the message will be received by the viewers/listeners. The viewers/listeners do not care if it was made in Hong Kong or any other area for that matter, they will take the message and pass it around.

This is why there should be more incentives for broadcasting companies to get more involved in the areas they serve. High school football games, spelling bees, marching bands, ROTC, and any other extra programs that children get involved in, should be on display. Allowing all to see and dream. Children dream of becoming something great one day, a hero; they do not dream of spending time in jail, using drugs, or any other kind of corruption. Their dreams should be fed with positive role models in their communities. This gives them someone who is local to look up to and hope to be "just like him/her."

Even though there are new programs like "No child left behind," children are still slipping through the cracks. They watch this cartoon or that cartoon and their parents pay no attention. If more good things were on the television and radio stations it would benefit not only the children but the adults awareness.

The content should not matter; if it is a local sports event, or a alcohol awareness program. These are all vital to the public and often forgot about by the public. When out of sight and out of mind comes into play, parents forget to share that piece of information with their children. If it is on display for everybody to hear or see then it can not be out of mind.

Fundraisers should also play a major role in the life of a broadcasting company. This brings the attention of the public that; there is a problem and it needs their help. Extra funding for lower income schools, trashed out parks that children should be able to play in, life threatening diseases that will effect people; are all very important pieces of any community. Awareness is the key.

With extra incentives going to the broadcasters; to not only the content that they program but to what they do off the air can only make each community greater and stronger. Bring individuals together that may not of ever united otherwise. Allowing the market place of ideas to broaden, and create a better environment to all those present. Better schools, more participation in the areas/ideas that need it the most. Look at what "the Lifetime network" and many other broadcasting companies have done for breast cancer, think about what it could do for the schools, local parks, after school programs, and any other significant problem in the community.

Extra incentives could be anything from extra tax breaks, to some extra funding from the government. If broadcasters choose not to participate and help make this nation stronger for not only the strong but the weak and all those in between; then their spot should be turned over to a company that will. Community needs should be attended to; who better to do this important job then the broadcasters who have the ability to reach so many in such a

short time.